

ORDER



Orders
Order / Rev: 706328
Alt Order #: 06277172
Product Desc: 60+ ASSOC(SENATE)
Estimate: 1911
Flight Dates: 08/22/12 - 08/28/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: 60 Plus Association
Demographic: A50+
Product Codes: IS-Issue/Non Ballot,IS-Candidate/US
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	4	\$590.00	\$501.50
08/27/12	08/28/12	2	\$400.00	\$340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	\$590.00	\$501.50	0.00
September 2012	2	\$400.00	\$340.00	0.00
Totals	6	\$990.00	\$841.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$990.00
Market	100%	\$12,375.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	21%	\$2,598.75
WCWJ	0%	\$0.00
WJXT	58%	\$7,177.50
WTEV	5%	\$618.75
WTLV	8%	\$990.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/22/12	08/23/12	Nightline Nightline	CM	M-F 11:35p-12:05a	--WT---	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WT---		2				\$200.00		0.00			
2	WJXX	08/26/12	08/26/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	-----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$40.00		0.00			
3	WJXX	08/26/12	08/26/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706328
Alt Order #: 06277172
Flight Dates: 08/22/12 - 08/28/12

Advertiser: 60 Plus Association
Product Desc: 60+ ASSOC(SENATE)
Estimate: 1911

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
3	WJXX	08/26/12	08/26/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/20/12	08/26/12	-----S		1				\$150.00		0.00		
4	WJXX	08/27/12	08/28/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MT-----	:30	2	\$200.00	P-3	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/27/12	09/02/12	MT-----		2				\$200.00		0.00		
Totals													6	\$990.00